

Berryessa Business Association (BBA) Kick-Off

Denny's Restaurant
Thursday, December 9, 2010
10:00 a.m. – 11:30 a.m.

MEETING NOTES

1. Introduction

- *Kansen Chu, District 4 Councilmember*
- *Marc Liebman – Berryessa Union School District*
 - Thank you all for coming.
 - We need to make the Berryessa area better.
 - The future of the BBA will be endless.
 - Introduce Councilmember Kansen Chu
- *Attendees:*
 - *John Luong, Royal Cleaners*
 - *Mike Flaughner, Berryessa Citizens Advisory Council*
 - *Javier Vanga, Work2Future*
 - *BJ Sims, Work2Future*
 - *Daisy Chu, Office of Supervisor George Shirakawa*
 - *Rose Whitcomb, North Valley Community Association*
 - *Mike Donohoe, Santa Clara County*
 - *Jonathan Posadas, Berryessa Sun*
 - *Dennis King, Hispanic Chamber of Commerce*
 - *Linda Locke, Berryessa Citizens Advisory Council*
 - *Manpreet Mundh, ABC Animal Clinic*
 - *Bill Hughes, Berryessa Citizens Advisory Council*
 - *Ty Greaves, Berryessa Citizens Advisory Council*
 - *Rachel Bhan, State Farm*
 - *Clint Johnson, McDonald's*
 - *Theresa Bumb-Navarro, San Jose Flea Market*
- *Council Staff:*
 - *Stephanie Fong, District Director*
 - *Rosa Santiago, Council Assistance*
 - *Anh Tran, Intern*

2. Remarks by Councilmember Kansen Chu

- Good Morning and thank you for attending today's event. It is an honor this morning to have you all here today. I am Kansen Chu, Councilmember of District 4, and I represent the Berryessa area, including North San José and Alviso.
- I am pleased to introduce staff here today (staff from OED, Work2Future, Hispanic Chamber of Commerce, Berryessa Sun, BCAC, and my office).
- Our doors are always open for you and if there is anything I can do to help, do not hesitate to contact us.

- I would also like to thank Mike Flaughner, Marc Liebman, and Bill Hughes for taking their time and efforts to work with my office. They have been prominent community organizers for this event to happen.
- Your company is currently located in the Berryessa area which plays a vital role in San José's economy. It continues to be the prominent location for our small local businesses and continues to grow.
- Three years ago, my office started to work with the Berryessa Citizens Advisory Council on the formation of the Berryessa Business Association. This has been a priority for me to get to know the businesses in our neighborhood and to provide the assistance and resources for a thriving community. Why go to another area like Milpitas or Santa Clara? My staff has walked to every business in this area to invite and communicate to each and everyone person.
- I am happy to say that we have made it to this kick-off day. This effort has been a community sponsor and driven event. Today is a start of a new journey for everyone.
- As you may not know, my wife and I own a business at the San José International Airport. I have experience with having a business; I know what you want. As business owners, I hope you will take part in future endeavors to build this association into a strong and successful Berryessa Business Association.

3. Roundtable Introductions

- *Whitcomb* – Her family has been in the Santa Clara County area for 6 generations; here to help
- *Flaughner* – He has experience with small business; here to help
- *Graves* – Berryessa Citizens Advisory Council
- *Posadas* – Berryessa Sun, community wrap around the newspaper
- *King* – Hispanic Chamber of Silicon Valley; here to help
- *Sims* – Work2Future; with government and here to help you
- *Vanga* – Work2Future, offer support and here to help
- *Mundh* – Animal Clinic is owned by father; need help with new clinic grounds
- *Bahn* – State Farm Agent, wants to buy a building and expand the business; loves to serve the Berryessa community and has community service network
- *Locke* – “how” I grew up in the Berryessa area and up-coming events
- *Flaughner* – introduce the Berryessa Citizens Advisory Council and how this will help the community, interfaces of Silicon Valley
- *Luong* – Royal Cleaners, a couple years ago, Councilmember Nguyen asked him to dry clean prom dresses, wants to do something like that again; future goals are to grow and help the community
- *Hughes* – one of the founders of Berryessa Citizens Advisory Council, Monday's meeting at 7pm, need insurance for swimming business → talk to Bahn
- *Johnson* – McDonald's, owner for over 25 years at Berryessa location and more then 16 years at Old Oakland location; involved in the community; he is a success story from flipping burgers to working corporate to owning his own business; government can help you and hinder you; BART will bring up business
- *Bumb-Navarro* – BART is coming (rail side, not station side); excited for the future with this year as the 50th year in business; wants to be more community oriented

4. BJ Sims – Work2Future

- Services to small business – initiative in 2007 for outreach to small business
- Business Owner Space → *Dennis King*; this is a service to website and product is connection (enhancement to website with tools at a reasonable price); popular product is business plan template.
- Partners – RDA, schools, Chambers, City of San José, extend out to Gilroy RDA
- Enterprise Zone – tax incentive program in this area with access to staff for questions and comments
- *Javier Vanga* (Workers Intelligence) will be here and is a direct contact
 - Local investment to us (help job seekers, help small business grow, serve everyone, provide services)

5. Mike Flaughter - Presentation

- Slide 1 – City of San José, Councilmember Kansen Chu
- Slide 2 – Berryessa Citizens Advisory Council and history
- Slide 3 – Berryessa Citizens Advisory Council and history
- Slide 4 – BooRah advertisement
- Slide 5 – Have a website like the San Jose Flea Market, we can link you! We are trying to help you grow. You will form the core and initial start-up. BCAC is here to help mentor and make the BBA grow into an organization.
- Slide 6 - Links to important contacts, handout available in packets
- Slide 7 – Alum Rock – examples of possible websites
- Slide 8 – San José Chamber of Commerce – examples of links from other vendors
- Slide 9 – Luna Park – another example, good because they have a good mission statement, about section is great, boundaries of interests (how you want the organization to develop organization)
- Slide 10 – Willow Glen – another example, this particular organization is not founded by the RDA and is founded by themselves
- Slide 11 – City website and how city staff can help you
- Slide 12 – Small Business Development Commission – another service
- Slide 13 – Small Business Ambassador Program – another service
- Slide 14 – Silicon Valley Small Business Development Center – other organizations in the valley that can help you
- Slide 12 – Business Owner Space – things they offer
- Slide 13 – BBA

6. Jonathan Posadas – Berryessa Sun

- Information on Berryessa Sun (circulation, foot print)
- Very community oriented, Berryessa base, vision for BBA = have own special section, 1 feature business a month, advertisement surrounded
- For coming today, 15% off and free color (50%)
- We want to help spread the words about BBA, more than happy to help anyone, just ask

7. Rose Whitcomb – North Valley Community Association

- Discount Card - \$1 to make; organization has \$3 profit and school sell for \$10 (\$7 profit)

8. Public Comment and Questions

- *Flaughter* – start off like Willow Glen, wide promotion and advertisement
- *Hughes* – 5 minute presentation to Berryessa Citizens Advisory Council would be helpful
- *Johnson* – website is great, need to get more of a critical mass to get this going, will bring more businesses if I knew more, a good start.
- *Liebman* asks, “How can I peak other business?” *Johnson*’s answer: “Without knowing Bill, businesses face the same problems, can talk to each other, it would be getting more businesses.” What business owners can do in the community – need awareness. If there is an incentive = businesses will join. Bring Police Department and safety to reach out/get to know your neighbors, contact the Crime Prevention Department to arrange a presentation/organize neighborhood watch groups, establish business email groups to help business communicate issues/updates.
- *Liebman* – need foot-traffic
- *Luong* – hard times but would come to another meeting if there is the organization
- *Bahn* – trying to fill up positions, feel like businesses went through programs, can help each other. Newspaper can fill a big gap between business owners and the talent in the community. Multi-lingual talents help but still need to find talent in the area. BBA would help dramatically.
- *Mundh* – flexibility in the area and how City Staff can help
- *Greaves* – want to value this meeting today, what works to get things back and to expand. Struggles are something we all have around the table, everyone can help each other. I’m optimistic. Use BCAC as resource.
- *Liebman* – relationship with SyWest can help. Please email me and we will try to help. Organizations can make an impact for our voices to be heard. Something special going on? Just hit contact and I will respond as soon as possible. Many letter writing campaigns has been done with Berryessa Citizens Advisory Council.
- *Hughes* – two way communication
- *Johnson* – kudos to bring business together, story = home owners association did not want to let business to open up shop, it was ridiculous, planning = 7 for, 1 against, for shopping center but against this one business. I think it’s great that this is happening.
- *Liebman* – When you succeed, we succeed.
- *Hughes* – Clint provides scholarship to a young person who gives back to the community.
- *Bumb-Navarro* – live in the area, it would be nice to have businesses coming here so we don’t have to leave the area
- *Liebman* – we need to show people that we are here to support

- *Greaves* – need to step up and represent. We need to welcome others. Would love to see businesses in BBA help support Wine Food Festival, etc.
- *Vanga* – how has District 4 staff done a survey in all the businesses around? We have a database of all the businesses that can be provided to us. Stephanie to follow up.
- **Next Meeting:** 9 am meetings, NO MONDAYS AND FRIDAYS, Thursday is good, please bring a friend

9. Adjourn – 11:35 a.m.